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FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION

UNITED STATES DEPARTMENT OF AGRICULTURE

January 18, 1946

No. 146

THREE MORE ANNUAL REPORTS are out--the Director of Personnel's, REA's and BAE's.

Electrical service for 1,329,000 more farms and rural homes in the first three post-war years is envisioned in the report of the Administrator of REA. Service for 3,566,000 in the first five years is another plan outlined. As of the end of the fiscal year, June 30, 1945, 1,287,347 rural consumers were being served by REA-financed systems.

The Director of Personnel told of a "personnel conversion" program which it was felt would enable the Department to cope with postwar personnel problems effectively. At the end of the fiscal year, 84,573 persons were employed by USDA, 60,932 being full-time employees within the continental limits of the United States. Of the full-time employees, 10,131 were located in the Washington (D. C.) metropolitan area, and 50,801 outside this area. The remaining 23,641 include persons employed without compensation and in other "nonregular employment categories."

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SPRING CLEANUP WEEK Plans are under way for annual spring cleanup week which is sponsored nationally by the National Fire Protection Association. State and local Extension Services will take the lead in telling farm people about it, assisted by all other USDA employees who have direct contact with farmers. A packet of materials prepared by NFPA will be distributed to Extension Services. A USDA fact sheet and check list will be sent to all its cooperating agencies. Other interested agencies will receive notification copies.

Because of the seasonal factor, observance of spring cleanup week will occur at different times in different States and communities. Beginning early in March in the southern part of the country, this year's theme will be tied into the idea of repairing and renovating farm buildings and homes.

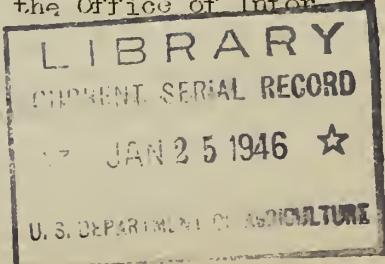
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PROPOSED COTTON CEILINGS Advance notice of proposed ceiling prices on the 1946 crop of cotton was made January 14 by OPA with the approval of the Department. The notice, which must be made 15 days ahead of the normal planting season, states the specific ceiling price proposed for each grade and staple. This action makes it legally possible for OPA to impose ceilings if necessary; it was taken because of recent sharp advance in prices of raw cotton. For further details see OPA Press Release 6194.

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FINAL PRODUCTION GOALS Final crop and livestock goals for 1946 have just been determined. Press release No. 99 gives the national goals. State by State figures have been sent to the States with memorandums explaining reasons for any changes in the goals suggested. All those having goals' handbooks are being furnished copies of the final goals by States for completing their handbooks. Single copies may be obtained from the Office of Information.

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FCC RADIO HEARINGS. . . . Recognizing the Department's interest in radio service for rural people, the Federal Communications Commission invited the Department to take part in its hearings which began January 14 on possible changes in clear channel allocations.

M. L. Wilson, Director of Extension, and John Baker, Chief of Radio Service, testified for the Department January 14. Mr. Wilson emphasized the importance of localized service to farmers on local stations and urged establishment of evening programs for discussions of broad aspects of agriculture and rural living. Mr. Baker's testimony related to the phase of the question under consideration expressed thus in FCC's docket: "Whether and to what extent the clear channel stations render a program service particularly suited to the needs of listeners in rural areas." The main purpose in setting aside clear channels has been, according to the FCC, to give radio service over a wide area and with the particular aim of providing the rural population with a radio service.

In announcing the hearings, FCC said: "Under existing FCC rules certain radio frequencies /or wave lengths/ are allocated for exclusive or dominant use by one high-powered station and are defined as clear channels." There are now 24 clear channels reserved for exclusive nighttime use by a single domestic station, 22 clear channels assigned for simultaneous use by two or more widely separated stations, and a few on which Canadian and Mexican stations are dominant with U. S. stations occupying "secondary" roles.

FCC is reexamining the present clear channel allocations because: Its studies show that large areas receive no radio service during the daytime and no "primary" service at night, and (2) it has received many applications for authority to operate additional stations on the clear channels, also for authority to use power higher than the present maximum of 50,000 watts.

On January 15, the second day of the hearings, representatives of the National Co-op Council, the Grange, and Farmers' Union testified. They and the Department's representatives declared themselves in favor of establishing a committee to work with the FCC in establishing standards for public service broadcasts to rural people. Representatives of the stations were expected to testify later in the week. The Department in general takes the position that FCC can best determine what to do about the whole matter of radio allocations but is anxious to cooperate in every way possible in furnishing information that will be helpful to the Commission. As stated by John Baker in his testimony "there are two principles which are pertinent to the issues raised at these hearings:

"First: Radio service is and should be recognized as a right of every person in the United States and its territories. The Federal Communications Commission should make such changes in its rules and allocations as may be necessary to extend satisfactory radio coverage to all the people; under the American system of broadcasting.

"Second, Rural people have special needs, which should be taken into account by the Federal Communications Commission in discriminating between applicants for power and frequency. As custodian of the public's radio frequencies the FCC should undertake to grant licenses to those who will provide the most helpful service to rural listeners, in whose interest the special channels and power are allocated."

As to what farm people themselves think about the radio service they are receiving, the Commission had available for the hearings the results of a survey it asked BAE to conduct last year for this purpose. Some of the findings are as follows: (1) about one in every four rural home has no radio in working order; (2) Most rural people value radio highly, even those whose range of available stations is low and whose reception difficulties are many (three out of four radio owners say they would miss radio very much if they did not have it); (3) They value it chiefly (a) as a source of news and other information and (b) as a source of entertainment and company; (4) Most men stress the importance of radio as a source of news and other information; rural non-farm people value it less for this purpose than do farm families; (5) In general, farm people like the more serious programs--news and market reports, sacred music, sermons, and farm talks in comparison with serial stories and dance and classical music; (6) Rural non-farm people like lighter radio programs than do farm people; (7) Rural people do not seem to think in terms of improvements in their radio service, probably because they don't have much basis for comparison and because they feel helpless to do anything about it.

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GOVERNMENT-FARM PAPER COOPERATION. . . . Continued cooperation between farm paper publishers and government in the use of farm paper advertising space for important government messages is the outlook. In recent correspondence with Charles Sweet, President of Agricultural Publishers Association about the matter, Secretary Anderson said: "The generous contribution of space made by the publishers of farm periodicals in connection with the Economic Stabilization program rendered a genuine service to the nation," and "was an outstanding contribution to the welfare of agriculture."

During the last six months 118 farm papers with a combined circulation of 15 million ran ads urging farmers to consider the long-time earning capacity of any farm land they were thinking of buying rather than buying at inflated prices and incurring large debts. The Department, the Office of War Mobilization and Reconversion, the Advertising Council, and the Agricultural Publishers Association cooperated in arrangements for running the ads.

Space contributed by farm journals in 1946 may be divided between appeals for government bond purchases and themes to be determined by USDA Department subjects proposed for this purpose include: Urging farmers to plan their operations in line with production goals, using more soil conservation practices, better management practices for farm woodlots, farm safety, and prevention of forest fires. The first two ads in this series, dealing with farm production goals, are now being prepared.

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REA BACK IN WASHINGTON. . . . On January 15 the Rural Electrification Administration completed its move of some 650 employees and office equipment back to Washington. It moved to St. Louis in March 1942 to help make room for other government agencies which could not operate away from the Nation's Capital. For the first time since its organization, REA is housed in USDA buildings. Press release 91.

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RADIO - JANUARY 26. . . . NATIONAL FARM AND HOME HOUR, NBC, 1:00 p.m., EST.
"Department of Agriculture Headlines," with up-to-the-minute summary for farmers of news developments in the USDA.

AMERICAN FARMER, ABC, 12:30 p.m., EST: Dr. F. C. Bishopp and W. L. Popham, assistant chiefs of the Bureau of Entomology and Plant Quarantine, will discuss the latest discoveries in insecticides and new ways of application. David Hall, who, as a Sanitary Corps Major in the South Pacific, directed insect eradication activities in such islands as Guam, Okinawa, and Saipan, will talk about use of insecticides on the battlefield. This is the first of USDA's monthly 12-minute feature spots on the new "American Farmer" show. The program will also include USDA's weekly report, "This Business Side of Farming."

CONSUMER TIME, NBC, 12:15 p.m., EST, "Oranges, Lemons, Grapefruit." The story of citrus fruit, dramatized. Nutritional value, ways to prepare. New kinds of citrus.

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"TIMELY FARM TOPICS" cut this week: "Sugar From Wheat," a discussion between H. T. Herrick of BAIC, and John Baker, USDA Radio Chief. Also "New Building Materials," a talk by J. W. Simons, agricultural engineer, ARA, on the other side of the platter.

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USDA RELEASES OF SPECIAL INTEREST. . . . World sugar production declines--68; REA plans service to 1,329,000 rural homes--73; Requirements clarified under amendment 9 to WFO-29--88; World fertilizer situation critical--92; Food allocated for Philippines--93; Order WFO issued to restrict use of protein meal in manufacture of mixed feed for livestock and poultry --94; USDA rescinds request to dry "surplus" frozen eggs because War Dept. recalled 70 million pounds--102; Supply of spring potatoes for spring planting largest on record--106; REA reports on electrical energy purchased--113; Lyle F. Watts, Chief of Forest Service, sees 2,500,000 permanent jobs in nationwide forestry program--117.

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RECENT USDA PUBLICATIONS. . . . Home Canning of Meat, AWI-110, 16 p.; The National Turkey Improvement Plan, Misc. Pub. No. 555, 27 p.; The Balance Sheet of Agriculture - 1945, Misc. Pub. No. 583, 44 p.; Forestry and Jobs, AIS-34, 8 p.; Longer Life for Poles and Posts, AIS-36, 6-page folder; Blue Mold Control in Tobacco Beds, AIS-37, 8-page folder.

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